case study | Visit Anaheim + CRM Extranet

Skyrocketing stakeholder satisfaction: **how Visit Anaheim boasts a 95% partner retention rate with Simpleview CRM + Extranet**

Anaheim, California, is chock-full of surprises — from riveting sporting events and irresistible sandy beaches to just about any cuisine a foodie's heart could desire, Visit Anaheim has attractions galore, all readily available to travelers on the made-by-Simpleview website.

Visit Anaheim's claim to fame isn't just being the destination marketing organization (DMO) for "The Happiest Place on Earth." The DMO boasts great success in engaging partners and stakeholders using Simpleview CRM and the Extranet.

CHALLENGE

Before diving into Simpleview products and services, Visit Anaheim utilized tools that were not made specifically for DMOs — such as Filemaker and spreadsheets. This was a time-consuming process with little-to-no efficiency when it came to customer relationship management.

GOAL

Harnessing the power of CRM software that was built for the industry, by the industry, meant better managing partner relationships, group sales, organizing workflows, promoting leisure travel — and so much more.

Being able to manage all aspects of its destinations in one convenient place meant Visit Anaheim could enhance partner engagement and keep stakeholders in the loop, all while better pointing travelers in the right direction to experience the destination's unique local businesses.

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> ## "The Extranet is a great tool for keeping track of our partners,"
> said Kelly Grass, manager of partnership services at Visit Anaheim. "I love the fact that they can keep their information current ... **the responsibility is on the partner to keep their listing up to date. It's also been wonderful."**

KELLY GRASS
Manager of Partnership Services,
Visit Anaheim

SOLUTIONS

The Simpleview CRM Extranet is a tool that allows your hotels, restaurants, attractions, and other stakeholders to manage their data in your Simpleview CRM Member/Partner user group. In the Extranet, they can create and maintain details about their businesses and organizations, as well as access reports of their successes in the Benefits Summary. **The Extranet enables stakeholders to take full control and advantage of their data and gives them the ability to understand how visitors are interacting with it.**

Visit Anaheim's members and partners are trained to keep their information up to date and correct via the user-friendly Extranet. The DMO utilizes Simpleview's in-person training to onboard new members, making the process pain-free for all parties.

RESULTS

Visit Anaheim uses the Benefits Summary within the Extranet to share reporting with its members. The team reported that its **partner retention rate is 95%,** with **425 members** steadily using the Extranet.

Using Simpleview CRM + Extranet to its fullest gives the team at Visit Anaheim:

- **More time** to build personal relationships

- **Better data for reporting** — especially for partners and economic impact

- **More bandwidth** due to the time saved when it comes to onboarding new employees

- **Access to** listings, images, and calendars that are kept up-to-date by partners

- **The ability to search** for any partner data needed at any time
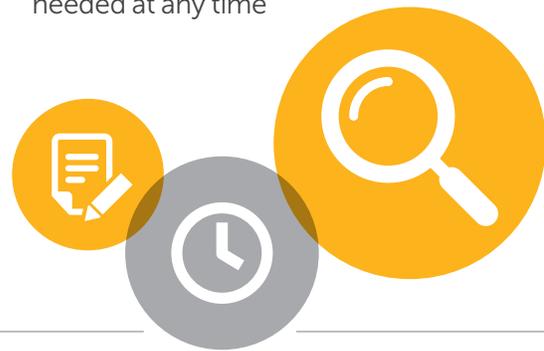
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